

AMENDMENT OF THE CLAIMS:

Please delete the previous Title to Invention as follows:

~~INTERNET BASED BRAND MANAGEMENT AND MARKETING
COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING
AND REMOTELY PROGRAMMING BRAND BUILDING SERVER-SIDE DRIVEN
MULTI-MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND
METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND
MARKETERS AND CONSUMERS USING THE SAME~~

and add the new Title of Invention as follows:

--INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION
NETWORK ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO
COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING ALONG THE FABRIC OF
THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL
KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY
PRODUCT BRAND MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED
PARTIES---